

Retail Innovation Shout Out: Vans and Samsonite collaborates with Van Gogh Museum

by Sudarshan Nagaraj

Vincent van Gogh is arguably one of the most famous and influential post-impressionist painters in the history of western art. Van Gogh is most noted for his work that evokes beauty, emotion and color, bringing his personal expression to life. [Vans](#) and [Samsonite](#) have now collaborated with the world renowned Van Gogh Museum in Amsterdam to create a collection of artfully designed products utilizing Van Gogh masterpieces across their iconic and premium ranges.

Vans, the powerhouse sneaker brand owned by Greensboro-based apparel company, VF Corp, launched an array of sneakers and clothing inspired by the Dutch master's most recognizable works of art. Each design is an ode to Van Gogh's masterpieces such as: Skull, Almond Blossom, Sunflowers, Van Gogh's Self-Portrait as a Painter, Old Vineyard with Peasant Woman and several letters that Vincent wrote. Vans designers created a refreshing result by pulling patterns and illustrations off of Vincent's works and wrapped them on their iconic models. Each model from this footwear collection is finished with custom foot bed art that mimics Van Gogh's memorable brush strokes. They also include a special hangtag that highlights historical facts behind each piece of Vincent Van Gogh's art. The Van Gogh Museum will dedicate a portion of its profits from this project to the preservation of Vincent van Gogh's legacy and collection of art. The collection, launched earlier this month, flew off the shelf and was completely sold-out at the time of writing this blog.



Vincent was also a frequent traveler! He was inspired by his travels, lived and studied art from other countries and continuously developed his art through innovation. Taking inspiration from Van Gogh's Almond Blossom, Samsonite launched a luggage collection with hope to inspire people to be as open to traveling as Vincent was. The resulting elegant travel solution for fashion-forward contemporary woman promises to turn heads at airports.

The most iconic works of Vincent van Gogh has now brought life and character to modern products. Go ahead and add those mini masterpieces to your wardrobe collection!

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Originally published on August 10th, 2018

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